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Maclean's

Canada's National Magazine

**FEBRUARY 1
1938**



**The Price of
Public Service**

By Beverley Baxter

EXPERIENCE and QUALITY ..together make *Reputation*.



New International Model 9-30,
a popular light heavy-duty
truck of 15-ton rating

Three Low-Priced Trucks for the Loads That Demand Real Performance per Dollar

We call our three peak economy trucks Models D-5, D-10, and D-30. All three are shown below. Look them over, and you'll find your special answer to the 5, 10 and 15-ton loads. They have the larger and sturdier bodies. The standard V-type engines are larger and sturdier. The standard V-type transmissions are the best you can buy. The standard long-wheelbase models are available. The standard long-wheelbase models are available. The standard long-wheelbase models are available.

Look at the International 9-30 Model D-30, made in 1936, 1937, and 1938. It's a standard. One of our best. It's 15-ton and 15-ton.

Look at the International 9-30 Model D-10. Two wheelbases—10 and 12 ft. It's 10-ton and 12-ton. It's 10-ton and 12-ton. It's 10-ton and 12-ton.



For well over 30 years, International Harvester has been building trucks with not only dependability in mind, but economy of operation as well. Time alone has not built the reputation and preference for these trucks—performance per dollar on the cost sheet has been the answer.

Today Harvester experience and high-grade workmanship are available in a completely new line of Internationals ranging in size from light-delivery units to powerful six-wheelers. At your service, at all International Truck dealers and Company-owned branches.

INTERNATIONAL HARVESTER COMPANY
Harvester of Canada, Ltd., Ontario
Truck Factory Located at Chatham, Ontario

McKen's Magazine, February 1, 1936



JUST TWO
TEASPOONFULS
APART...

*But what a
Difference*

Sal Hepatica helps check a cold because its Double Action

1. CLEANSSES THE SYSTEM 2. COMBATS ACIDITY

"THERE is the time of the year," says physicians, "when colds hang on." They recommend two measures to help break up your cold faster:

1. Cleanse the intestinal tract of wastes, and
2. Help Nature combat the acidity which frequently accompanies a cold.

And you can do both things at once by taking Sal Hepatica. First, Sal Hepatica cleans out wastes in the intestinal tract—quickly, gently, thoroughly.

Second, Sal Hepatica brings about an alkaline (basic) reaction, to help your system combat acidity.

Ask your doctor—see if he doesn't stress the importance of taking both a laxative and an antacid.

So whenever a cold threatens, take two teaspoonfuls of Sal Hepatica in a glass of water. Get plenty of rest and spring up to bed, and a doctor if you cold is severe. Watch your diet. Drink plenty of liquids. Get a bottle of Sal Hepatica today.

SAL HEPATICA

The Mineral Salt Laxative That Helps Nature Combat Acidity

You're *Right* to choose a **CHEVROLET** and *Wise* to buy it now!



TAKE a look along motor rows and you'll see explosives and volcano-like Camoflex thronging to see, drive and buy the new 1938 Chevrolet . . . the Car that is Complete.

They're making the right choice! For no other reason, Chevrolet stands out as the "buy" of the year. It's easier—the most beautiful Style Car in Chevrolet history . . . It's a finer performer—so much in comfort—surpassed in safety—away and ahead in quality . . . And Chevrolet is the only complete car of lowest price—the only car in

its class with Unitized Bodies by Fisher, 21Kworsepower Valve-in-Head Engine, perfected Hydraulic Brakes, Fisher No-Dust Ventilation, new Typo-Matic Clutch, and genuine Knock-Out and Shockproof Steering on Keweenaw De Luxe Models.

It's easy to buy now! Because you can free winter driving possibilities completely and safely in this dependable new car . . . Because you'll enjoy easy starting and smooth tire trouble . . . Because there's never was a better time to get more money for your present car in trade!

See and drive the new Chevrolet! Visit your Chevrolet dealer today. Accept his cordial offer of a new model for you to try. Back of the wheel you'll quickly discover why Chevrolet is stepping out to new leadership and new public preference in 1938. Be sure also to compare prices, and the easy monthly payments on the General Motors Investment Plan. You've shared in savings as well as in style when you decide on a Chevrolet . . . for the Chevrolet name is the symbol of savings—the hallmark of extra value for less money.



A vintage advertisement for Buckingham Cigarettes. The central figure is a woman with a cheerful expression, wearing a dark, intricately patterned knit jacket with a red collar and cuffs, a matching knit hat, and dark gloves. She holds a large pack of Buckingham Cigarettes in her right hand and a wooden walking stick in her left. The cigarette pack is white and red, featuring the Buckingham crest and the text "BUCKINGHAM CIGARETTES". The background is a soft-focus illustration of a snowy mountain range under a pale sky. In the bottom right corner, the word "Distinctive" is written in a cursive script. A black banner at the very bottom contains the slogan "THIS YEAR IT'S BUCKINGHAM" in white capital letters.

BUCKINGHAM
CIGARETTES
BUCKINGHAM

Distinctive

THIS YEAR IT'S BUCKINGHAM